

DS&E NEWS RELEASE

Deutsch, Shea & Evans, Inc. 49 East 53rd Street, New York, NY 10022 • A subsidiary of Foote, Cone & Belding Communications, Inc.

For additional information:
Marjorie Freedland
(212) 688-0500 -- ext. 276

FOR IMMEDIATE RELEASE:
November 21, 1985

TECHNICAL DEMAND STALLS

The current decline in several high tech industries continues to affect overall technical demand, as some employers consolidate and restructure staffing, postpone nonessential hiring, and even lay off technical professionals.

This economic reality is reflected once again this month in the HIGH TECHNOLOGY RECRUITMENT INDEX, DS&E's barometer of technical demand, which stands at 104 for September, down four points from August's 108.

The single-month figure for October is just 100, the base year norm. Single-month data have been fluctuating at or slightly above this moderate level since May.

(MORE)

The HTRI is based on the volume of recruitment advertising directed to degreed engineers and scientists in key U.S. newspapers and technical journals each month. Deutsch, Shea and Evans, which has maintained the Index since 1960, is the human resources consulting and advertising subsidiary of Foote, Cone & Belding Communications, Inc.

HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
September, 1984	131	130
October	131	128
November	121	123
December	120	125
January, 1985	135	126
February	123	127
March	122	122
April	121	118
May	109	112
June	105	108
July	110	105
August	100	108
September	113	104
October	100	--

*Based on a 3-month running average

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FOR IMMEDIATE RELEASE:
December 30, 1985

HTRI STATIC

Technical demand, as measured by the HIGH TECHNOLOGY RECRUITMENT INDEX, continues to hover at slightly above the base year norm of 100. The October HTRI stands at 106, up marginally from the September reading of 104. And, according to Deutsch, Shea & Evans, it is likely to stay in that range for a while.

"The single month figure for November, 104, portends no dramatic increases in technical demand for the next couple of months at least," advises DS&E's Research Director, "as employers wait out the remainder of 1985 at their current technical staffing levels. Any increased hiring early in 1986 will not be reflected in the HTRI for a few months."

(MORE)

The HTRI is based on the volume of recruitment advertising directed to degreed engineers and scientists in key U.S. newspapers and technical journals each month. Deutsch, Shea and Evans, which has maintained the Index since 1960, is the human resources consulting and advertising subsidiary of Foote, Cone & Belding Communications, Inc.

HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
October, 1984	131	128
November	121	123
December	120	125
January, 1985	135	126
February	123	127
March	122	122
April	121	118
May	109	112
June	105	108
July	110	105
August	100	108
September	113	104
October	100	106
November	104	--

*Based on a 3-month running average

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Deutsch, Shea & Evans, Inc. 49 East 53rd Street, New York, NY 10022 • A subsidiary of Foote, Cone & Belding Communications, Inc.

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Jack J. Friedman
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FOR IMMEDIATE RELEASE:
January 22, 1986

HTRI AT TWO AND A HALF YEAR LOW

In December, employment demand for engineers and other technical professionals dipped to 99, the lowest single-month level in two and a half years.

This was reported today by Marjorie Freedland, Director of Research at Deutsch, Shea & Evans, the recruitment advertising subsidiary of Foote, Cone & Belding Communications, Inc. DSE has been conducting research on employment, recruiting and other aspects of human resources since 1950.

The HIGH TECHNOLOGY RECRUITMENT INDEX, DSE's national indicator of technical demand, compiled as a 3-month running average, dropped to 101 in November. This is down five points from the previous month and only one point above the base year norm set in 1961. At this time last year, the Index was over 20 points higher.

(MORE)

According to Ms. Freedland, "The level for December was consistent with the downward trend in technical recruiting which began during the second quarter 1984. This continuing decline is reflected in the annual average, just 112 for 1985, down significantly from the 1984 average of 133."

The HTRI is based on the volume of recruitment advertising directed to degreed engineers and scientists in key U.S. newspapers and technical journals each month.

HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
December, 1984	120	125
January, 1985	135	126
February	123	127
March	122	122
April	121	118
May	109	112
June	105	108
July	110	105
August	100	108
September	113	104
October	100	106
November	104	101
December	99	--

*Based on a 3-month running average

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FOR IMMEDIATE RELEASE:
March 7, 1986

TECHNICAL DEMAND PROGNOSIS: CLOUDY

Demand for engineers and scientists, as measured by a key recruiting indicator, closed out 1985 somewhat stronger than in the prior several months. The index, compiled as a three-month running average, was buoyed by a flurry of activity in January 1986.

This was reported today by Marjorie Freedland, Director of Research at Deutsch, Shea & Evans, the recruitment advertising subsidiary of Foote, Cone & Belding Communications, Inc. DSE has been conducting research on employment, recruiting and other aspects of human resources since 1950.

The HIGH TECHNOLOGY RECRUITMENT INDEX, DSE's barometer of technical demand, stood at 110 in December--a 9-point gain over November--and its best showing since May. However, the December figure was well below the 125 registered in December 1984.

The single-month figure for January 1986 rose to 128 from 99 in December 1985. But the January level, too, was below that of the comparable month a year earlier, 135.

(MORE)

According to Ms. Freedland, "At the end of 1985, the HTRI moved slightly upward despite the depressed state of many high tech sectors. This improvement may have been due to an effort early in January to fill a backlog of positions. Overall, 1985 averaged 112, only modestly above the base-year norm of 100, and more than 20 points below the 1984 annual average, 133. The increase recorded for single-month January 1986, must be regarded as temporary, in view of current technical layoffs stemming from the shuttle disaster. Another factor to be considered is the cautious stance of defense contractors in holding the line on technical staffing in anticipation of possible impending limits on military spending.

HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
December, 1984	120	125
January, 1985	135	126
February	123	127
March	122	122
April	121	118
May	109	112
June	105	108
July	110	105
August	100	108
September	113	104
October	100	106
November	104	101
December	99	110
January, 1986	128	--

*Based on a 3-month running average

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FOR IMMEDIATE RELEASE:
April 7, 1986

Engineering Recruitment Edges Upward

Demand for engineers and scientists increased modestly in January, as measured by a key recruiting indicator.

This was reported today by Marjorie Freedland, Director of Research at Deutsch, Shea & Evans, the recruitment advertising subsidiary of Foote, Cone & Belding Communications, Inc. DSE has been conducting research on employment, recruiting and other aspects of human resources since 1950.

The HIGH TECHNOLOGY RECRUITMENT INDEX, compiled as a three-month running average, reached 115 in January--a five-point gain over December--and its best showing since last April. However, the January figure was well below the 126 registered in the comparable month a year ago.

The single-month figure for February dropped to 119 from 128 for single-month January. According to Ms. Freedland, "This suggests that there may not be enough momentum in technical hiring at this time to sustain a strong, long-term upward trend."

(MORE)

The HTRI is based on the volume of recruitment advertising directed to degreed engineers and scientists in key U.S. newspapers and technical journals each month. Deutsch, Shea and Evans has maintained the Index since 1960.

HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
January, 1985	135	126
February	123	127
March	122	122
April	121	118
May	109	112
June	105	108
July	110	105
August	100	108
September	113	104
October	100	106
November	104	101
December	99	110
January, 1986	128	115
February	119	--

*Based on a 3-month running average

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FOR IMMEDIATE RELEASE:
May 7, 1986

Technical Demand Remains Soft

in First-Quarter 1986

"Technical demand closed out first-quarter 1986 on a modest note," reports Marjorie Freedland, Research Director of Deutsch, Shea & Evans, the recruitment subsidiary of Foote, Cone & Belding Communications, Inc. "The High Technology Recruitment Index registered just 116, considerably lower than the 127 for the comparable period last year. And 1985, itself was a lackluster year.

"Furthermore," advises Ms. Freedland, "We see no dramatic increases over the next few months, as employers can be expected to maintain their cautious stance and keep staffing lean. Technical hiring is being adversely affected four ways: by continued poor performance of the computer and electronic components industries, anticipated curtailed federal spending as a result of balanced budget legislation, postponement of the space program, and static general economic conditions."

(MORE)

The February three-month running average, 116, showed virtually no change from the January level of 115. However, single-month data for the first three months of 1986 have been declining steadily. March now stands at just 100, the base-year norm.

The HTRI is based on the volume of recruitment advertising directed to degreed engineers and scientists in key U.S. newspapers and technical journals each month. Deutsch, Shea and Evans has maintained the Index since 1960.

HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
February, 1985	123	127
March	122	122
April	121	118
May	109	112
June	105	108
July	110	105
August	100	108
September	113	104
October	100	106
November	104	101
December	99	110
January, 1986	128	115
February	119	116
March	100	--

*Based on a 3-month running average

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(212) 688-0500 -- ext. 276

FOR IMMEDIATE RELEASE:
June 18, 1986

RECRUITING FOR TECHNICAL PROFESSIONALS DECLINES

Demand for engineers and scientists declined in March and April, according to a key recruiting indicator. Furthermore, the preliminary figure for May indicates recruiting will continue at a relatively modest level at least for the next few months.

This was reported today by Marjorie Freedland, Vice President and Director of Research at Deutsch, Shea & Evans, the recruitment advertising subsidiary of Foote, Cone & Belding Communications, Inc. DSE has been conducting research on employment, recruiting and other aspects of human resources since 1950.

The HIGH TECHNOLOGY RECRUITMENT INDEX, compiled as a three-month running average, dipped from 116 in February, to 109 in March, and down further, to 104 in April. A year ago, data for the same months, 127, 122, and 118, also registered a decline, but from a higher starting point.

(MORE)

The single-month figure for May is 105, virtually unchanged from the 106 in the prior month.

According to Ms. Freedland, "the softness in the Index is reflective of the continuing cautious stance regarding hiring being maintained by most large-scale employers, some even resorting to massive layoffs."

The HTRI is based on the volume of recruitment advertising directed to degreed engineers and scientists in key U.S. newspapers and technical journals each month. Deutsch, Shea and Evans has maintained the Index since 1960.

HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
April, 1985	121	118
May	109	112
June	105	108
July	110	105
August	100	108
September	113	104
October	100	106
November	104	101
December	99	110
January, 1986	128	115
February	119	116
March	100	109
April	106	104
May	105	---

*Based on a 3-month running average

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DS&E NEWS RELEASE

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(212) 688-0500 -- ext. 276

FOR IMMEDIATE RELEASE:
July 25, 1986

Engineering Recruitment Stalls

Technical hiring as measured by a key national indicator, the High Technology Recruitment Index, showed no gain in May. Initial data for June indicate that high tech recruiting may stagnate throughout the summer.

These findings were announced today by Deutsch, Shea & Evans' Vice President and Director of Research, Marjorie Freedland. DSE, the human resources advertising, research and communications arm of Foote, Cone & Belding Communications, Inc., has been maintaining the Index since 1960.

The HTRI, compiled as a three-month running average, stands at 104 for May, showing no change from the prior month and 8 points lower than in May 1985. Single-month data for June, just 101, portend possible further decline.

(MORE)

"The continued poor performance of many major computer and electronics organizations is one reason hiring is on 'hold', observed Ms. Freedland. "Another is the current rash of high tech company mergers, which can result in technical staffing at levels too high to be maintained by the combined organization in a depressed economy."

The HTRI is based on the volume of recruitment advertising directed to degreed engineers and scientists in major U.S. newspapers and technical journals each month.

HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
May, 1985	109	112
June	105	108
July	110	105
August	100	108
September	113	104
October	100	106
November	104	101
December	99	110
January, 1986	128	115
February	119	116
March	100	109
April	106	104
May	105	104
June	101	--

*Based on a 3-month running average

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FOR IMMEDIATE RELEASE:
August 28, 1986

HIGH TECH RECRUITING DIPS SLIGHTLY

Technical hiring during June dropped only slightly from the previous month, suggesting that the decline which began early in 1986 may have bottomed out. The HIGH TECHNOLOGY RECRUITMENT INDEX, a key national indicator, which stood at 104 in both April and May, slipped to 103 June. In June 1985, the HTRI, which is compiled as a three-month running average, stood at 108.

For the single month of July, technical demand was gauged at 105, up four points from the previous month.

These findings were announced today by Marjorie Freedland, Vice President and Director of Research of Deutsch, Shea & Evans, the human resources advertising, research and communications firm which has been maintaining the index since 1960.

"It is too early to judge whether the one-month improvement in July is significant," Ms. Freedland observed. "Last year, the figure for July also rose by five points over June, but then dropped sharply in August."

(MORE)

"Currently, there are so many factors working against technical hiring," she noted, "Several will have to reverse before we see a marked upturn in the Index. An improvement in economic conditions generally, and the high tech industries in particular, is critical, as is renewed Federal commitment to the space program and defense spending. Resumption of sizable corporate expenditures for R&D, and a slow-down in the corporate merger trend are other crucial factors."

The HTRI is based on the volume of recruitment advertising directed to engineers and scientists in major US newspapers and technical journals each month.

HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
June, 1985	105	108
July	110	105
August	100	108
September	113	104
October	100	106
November	104	101
December	99	110
January, 1986	128	115
February	119	116
March	100	109
April	106	104
May	105	104
June	101	103
July	105	--

*Based on a 3-month running average

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DS&E NEWS RELEASE

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FOR IMMEDIATE RELEASE:
October 3, 1986

HIGH TECH RECRUITING EDGES UPWARD

The HIGH TECHNOLOGY RECRUITMENT INDEX, a key national indicator, which had slipped to a 1986 low of 103 in June, increased slightly to 105 in July. Last year in July the HTRI, which is compiled as a three-month running average, also stood at 105.

For single-month August, technical demand was gauged at 107, two points higher than July, six higher than June.

These findings were announced today by Marjorie Freedland, Vice President and Director of Research of Deutsch, Shea & Evans, the human resources advertising, research and communications firm which has been maintaining the index since 1960.

"It is too early to judge whether the two consecutive improvements in July and August single-month data are significant," Ms. Freedland said. "Trends are established over longer periods--typically several months. We'll have to wait until the major corporations have stopped trimming their technical staffs, before we announce that the long-awaited turnaround in technical recruitment has begun."

(MORE)

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HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
July, 1985	110	105
August	100	108
September	113	104
October	100	106
November	104	101
December	99	110
January, 1986	128	115
February	119	116
March	100	109
April	106	104
May	105	104
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July	105	105
August	107	--

*Based on a 3-month running average

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